

ORDER



Orders
Order / Rev: 166418
Alt Order #: 06324127
Product Desc: OBAMA 4 PRES: 60'S
Estimate: 1813
Flight Dates: 09/20/12 - 09/26/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: LUR
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/26/12	29	\$48,090.00	\$40,876.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	29	\$48,090.00	\$40,876.50	0.00
Totals	29	\$48,090.00	\$40,876.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$48,090.00
Market	100%	\$282,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,828.82
WCGV	0%	\$0.00
WISN	27%	\$76,378.24
WITI	31%	\$87,693.53
WMLW-	2%	\$5,657.65
WPXE	0%	\$0.00
WTMJ	22%	\$62,234.12
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/24/12	09/26/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	7a-9a	MTW----	1:00	2	\$40.00	LUR	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----				2	\$40.00		0.00			
2	WDJT	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	1:00	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1				1	\$800.00		0.00			

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Advertiser: Poli/Obama for President
 Product Desc: OBAMA 4 PRES: 60'S
 Estimate: 1813

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	09/20/12	09/21/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	---TF--	1:00	1	\$170.00	LUR	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		1			\$170.00		0.00				
4	WDJT	09/24/12	09/26/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MTW----	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTW----		1			\$200.00		0.00				
N 5	WDJT	09/20/12	09/21/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---TF--	1:00	1	\$260.00	LUR	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		1			\$260.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WDJT	09/17/12-09/23/12	Price Is Right 10a-11a		10a - 11a	---ThF----	1:00		(\$260.00)		0.00	NM		
				See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8 [sold out at LUR kj]											
6	WDJT	09/24/12	09/26/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTW----	1:00	2	\$330.00	LUR	0.00	NM	2	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTW----		2			\$330.00		0.00				
7	WDJT	09/20/12	09/21/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	---TF--	1:00	1	\$240.00	LUR	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		1			\$240.00		0.00				
8	WDJT	09/24/12	09/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTW----	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTW----		1			\$200.00		0.00				
N 9	WDJT	09/20/12	09/23/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	---TFSS	1:00	2	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TFSS		2			\$300.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WDJT	09/17/12-09/23/12	CBS58 Nws 5p M-Sa/530p S5-530p/530-6p			---ThFSaSu	1:00		(\$300.00)		0.00	NM		
				See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8 [program change, no news due to football kj]											
	2	WDJT	09/17/12-09/23/12	CBS58 Nws 5p M-Sa/530p S5-530p/530-6p			---ThFSaSu	1:00		(\$300.00)		0.00	NM		
				See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8 [program change, no news due to football kj]											
N 10	WDJT	09/20/12	09/21/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	1:00	2	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		2			\$800.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WDJT	09/17/12-09/23/12	Jeopardy 6p-630p		M-F 6p-630p	---ThF----	1:00		(\$800.00)		0.00	NM		
				See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8 [sold out at P-2 kj]											
N 11	WDJT	09/20/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	1:00	2	\$1,000.00	P-2	0.00	NM	7	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		2			\$1,000.00		0.00				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WDJT	09/20/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	1:00	2	\$1,000.00	P-2	0.00	NM	7	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--		2				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WDJT	09/17/12-09/23/12		Wheel of Fortune 630p-7p		M-F 630p-7p	---ThF---	1:00		(\$1,000.00)		0.00	NM		
See MG 11.3,11.4,11.5,11.6,11.7,11.8 [sold out at P-2 kj]															
3	WDJT	09/24/12-09/26/12		M-F Late News		10p-1035p	MTW-----	1:00		\$1,500.00		0.00	NM		
Ⓜ MG for 10.2,16.1,9.2,9.1,5.1,11.2															
4	WDJT	09/24/12-09/26/12		M-F Late News		10p-1035p	MTW-----	1:00		\$1,500.00		0.00	NM		
Ⓜ MG for 10.2,16.1,9.2,9.1,5.1,11.2															
5	WDJT	09/24/12-09/26/12		M-F Late News		10p-1035p	MTW-----	1:00		\$1,500.00		0.00	NM		
Ⓜ MG for 10.2,16.1,9.2,9.1,5.1,11.2															
6	WDJT	09/24/12-09/26/12		Jeopardy 6p-630p		M-F 6p-630p	MTW-----	1:00		\$1,400.00		0.00	NM		
Ⓜ MG for 10.2,16.1,9.2,9.1,5.1,11.2															
7	WDJT	09/24/12-09/26/12		Jeopardy 6p-630p		M-F 6p-630p	MTW-----	1:00		\$1,400.00		0.00	NM		
Ⓜ MG for 10.2,16.1,9.2,9.1,5.1,11.2															
8	WDJT	09/24/12-09/26/12		Wheel of Fortune 630p-7p		M-F 630p-7p	MTW-----	1:00		\$1,500.00		0.00	NM		
Ⓜ MG for 10.2,16.1,9.2,9.1,5.1,11.2															
12	WDJT	09/24/12	09/24/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	1:00	1	\$4,600.00	P-2	0.00	NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----		1				\$4,600.00		0.00			
13	WDJT	09/25/12	09/25/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----		1				\$6,000.00		0.00			
14	WDJT	09/26/12	09/26/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p	--1----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----		1				\$6,000.00		0.00			
15	WDJT	09/26/12	09/26/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p	--1----	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----		1				\$5,000.00		0.00			
N 16	WDJT	09/23/12	09/23/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	1:00	1	\$6,400.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1				\$6,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12		Su 6p - 7p		6p - 7p	-----Su	1:00		(\$6,400.00)		0.00	NM		
See MG															

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Advertiser: Poli/Obama for President
 Product Desc: OBAMA 4 PRES: 60'S
 Estimate: 1813

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WDJT	09/22/12	09/22/12	Sat 1135p-1235a The Closer	CM	1135p-1235x -----1-	1:00	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	-----1-		1		\$100.00	0.00					
21	WDJT	09/23/12	09/23/12	NFL Early Game Regular Season NFL Early Game	SPRT	NFL Early Game -----1	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	-----1		1		\$4,000.00	0.00					
22	WDJT	09/23/12	09/23/12	NFL Late Game Regular Season NFL Late Game Regular Season	SPRT	NFL Late Game Regular Season -----1	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	-----1		1		\$6,000.00	0.00					
23	WDJT	09/22/12	09/22/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11a-1p (2:00 PM-5:00 PM) -----1-	1:00	1	\$150.00	LUR	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	-----1-		1		\$150.00	0.00					
Totals													29	\$48,090.00